



# DELAWARE SECC TRAINING GUIDE



Care. Connect. Contribute.

**State Employees' Charitable Campaign**

# INTRODUCTION

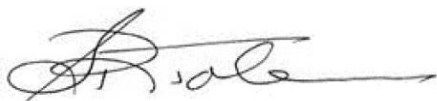
Dear Colleagues,

September marks the start of the 2019 State Employees' Charitable Campaign (SECC). This is an opportunity for all employees to come together to enhance our community and improve the quality of life for fellow Delawareans. As SECC Chairs and Captains of your agencies, you play an essential role in this effort. Your enthusiasm and determination will allow this fundraising campaign to continue to thrive and positively impact many Delawareans in need.

In the following pages, you will find ideas, tips, and tools to assist you in coordinating fundraising activities throughout the campaign.

Thank you for your commitment to this program and to the State of Delaware. I am looking forward to another successful campaign!

Best Regards,

A handwritten signature in black ink, appearing to read "S. Ross Johnson", with a long horizontal flourish extending to the right.

Sandra Ross Johnson  
Chairperson, SECC  
Secretary, Department of Human Resources

# RESOURCE GUIDE

We have consolidated all of the resources that you will need on our website at <http://secc.delaware.gov> and the SECC Connect Group on the Delaware Learning Center.

## ePledge

Login: Employees will log in using their Single Sign On. To access ePledge employees can select the "Donate Now" button on the SECC website or directly by going to <https://epledge.secc.delaware.gov>. When prompted to login you will enter the same login information you use to access your pay advices. Once logged in you will be able to make your donation easily and securely.

If you need to help someone with ePledge, make sure you look at the instructions found on the website.

## Paper Pledges

You should encourage employees to use ePledge, but there are Paper Pledge forms available on the SECC website and the connect group. Make sure that you print three copies (employee, payroll, and you).

## Reporting Donations

Instructions on how to turn in and report your cash donations can be found on the SECC website and the Connect Group. Remember, you must have two people from your agency count and verify any cash donations. Make sure you read the Procedures for Handling Cash Donations and Special Event Money, which can also be found on the website. Personal checks used to consolidate special event money will NOT be accepted.

## Charity Listings

You can find a list of the participating charitable organizations with a description of their services on the SECC website. There is also an abbreviated list on pages 8 & 9 of your Training Guide.

## Campaign Materials

They are conveniently located on the SECC website so that you can print and post them at your location.

## Google Calendar

To enter a special event go to: <http://calendar.google.com>

**Login:** DelawareSECC | **Password:** DeSeccevents

# 9 STEPS TO A SUCCESSFUL CAMPAIGN

While each campaign is unique, these nine steps are the building blocks for an effective campaign and should be followed as closely as possible. Work with your SECC Staff to develop a plan that works for your organization.

## 1. DEVELOP A PLAN

Analyzing past campaigns will help you determine areas of opportunity and challenges. To build a robust campaign plan you'll need to...

- Review giving history and analyze campaign data
- Establish a campaign timeline, including team meeting dates and trainings, a campaign kickoff and special events

## 2. ESTABLISH SUPPORT FROM THE TOP

The success of your campaign depends on the support and commitment of your senior leadership. Keep them informed of the campaign progress. Your senior leadership can help by...

- Attending campaign events
- Thanking or recognizing donors

## 3. SET A GOAL

Establishing a goal serves as a motivator to achieve greater results. Your goal should be...

- Set on past campaign results
- Attainable yet challenging
- Set to increase overall participation

## 4. RECRUIT A CAMPAIGN TEAM

Get the most from your team.

- Find employees who are energized and committed to the campaign
- Consider asking employees associated with department employee activity committees
- Seek out employees with various skill sets

## 5. PROMOTE AND PUBLICIZE

Education and information are key in reaching your campaign goal. Remind employees of the impact of their contributions—improving lives in Delaware.

Successful strategies include...

- Employee testimonials (with permission) distributed via print, email or video
- Kickoff rallies and contests
- Organize a tour and/or volunteer project
- Special events
- Plan or attend and agency Information Session

### Campaign Tools:

- Speakers and agency fairs
- Campaign materials
- Campaign website: [secc.delaware.gov](http://secc.delaware.gov)
- SECC staff and campaign team

### Successful Campaign Strategies:

- Hold a kickoff event
- Use group presentations
- Contact every employee - "THE ASK"
- Keep the campaign as short as possible
- Encourage payroll deduction
- Say "THANK YOU"

### 20 Minute Presentation:

- Welcoming remarks by coordinator (2 min.)
- Introduce guest speaker (1 min.)
- Guest speaker presentation (5 min.)
- Present campaign information: goal, events, contests, etc. (4 min.)
- Say "THANK YOU"

# 9 STEPS TO A SUCCESSFUL CAMPAIGN cont'd

## 6. MAKE "THE ASK"

This is by far the most important step. The major reason people do not give is because they were never asked. You can invite employees to one or more meetings where you make "the ask." Your meeting can include . . .

- SECC staff
- An agency speaker
- Promotion of payroll deduction and ePledge
- An opportunity to address donor concerns

## 7. REPORT THE RESULTS

Regular reporting allows the team to monitor the progress of the campaign, while keeping you from having to hold cash, checks and pledge forms.

- Develop and communicate a plan to collect and turn in pledge forms
- Verify pledge forms for accuracy
- Coordinate pledge form pickup
- Report the final campaign total to the entire organization

## 8. SAY "THANK YOU"

The importance of thanking everyone cannot be overemphasized.

- Have top leadership send an organizational-wide thank you and acknowledgement
- Host a final thank you event for the campaign team

## 9. EVALUATE AND PLAN AHEAD FOR NEXT YEAR

Be sure to keep the momentum of your campaign and learn from your experience to improve future campaigns.

- Solicit feedback from the campaign team
- Prepare debrief documentation for next year's campaign team

## CAMPAIGN TIMELINE CHECKLIST



### Pre-Campaign:

Complete training provided by SECC staff  
Develop a campaign strategy  
Seek support, recruit a campaign team  
Distribute campaign materials to campaign team members

### During Campaign:

Campaign kickoff event  
Host employee information sessions  
Get employees excited about the campaign  
Follow-up with all employees  
Make "THE ASK"

### Post-Campaign:

Campaign team celebration  
Volunteer appreciation letter/event  
Evaluate performance, "strengths and opportunities"  
Ensure all pledge forms have been sent to SECC staff  
Post/announce final campaign results and  
Thank donors

### Quick Tips:

Make your pledge first  
Know the facts  
Be positive  
Ask the co-workers you know first  
Make it a two-way street  
Say "THANK YOU"



# RESPONDING TO CONCERNS AND OBJECTIONS

You may, on occasion, encounter someone who objects to making a SECC contribution. Keep in mind that objections present an opportunity to give more information or clarify misconceptions.

*Here are some suggestions:*

## **1. OBJECTIONS ARE NOT PERSONAL**

Remember, their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations they support.

## **2. OBJECTIONS ARE OFTEN BASED ON INCORRECT INFORMATION**

Try to identify the real issue. The State of Delaware and United Way are committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate and inclusive.

## **3. SHOW SYMPATHY**

Listen carefully and show your concern. This does not mean you agree, but that you care about the concern.

## **4. DON'T ARGUE**

Instead, offer information about the many ways the SECC charities help people, or offer to discuss the issue further after the group meeting.

## **5. RELAX AND BE YOURSELF**

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

## **6. DON'T BE AFRAID TO SAY "I DON'T KNOW"**

Let those with questions know you'll get back to them with the answer. Tell them to contact Bridget Wallace at (302) 672-5226 or [bridget.wallace@Delaware.gov](mailto:bridget.wallace@Delaware.gov).

## **7. REMEMBER, EDUCATION NOT COERCION**

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, and hinders communication and understanding.



# FUNDRAISING IDEAS

## Putting the “Fun” in Fundraising...

- ✓ **Information Session** - Invite one of our charities to host an information session for your employees.
- ✓ **Raffle or Silent Auction** - Have staff bid on items or services donated by employees or local businesses.
- ✓ **Pot Luck** - Employees pay a few dollars to enjoy different foods donated by staff.
- ✓ **Cutest Pet Contest** - Think your pet's the cutest? Enter their picture into a cutest pet contest where employees pay a fee to submit a vote for the cutest critter.
- ✓ **Food Truck Lunch** - Food Trucks can visit your agency for lunch. Ask the owner of the truck to donate a portion of the proceeds!
- ✓ **Car Wash** - Employees can donate supplies for a car wash and wash cars for a fee.

### **Other fundraising ideas include:**

- Casual Dress Day Passes
- Bake Sale
- Costume Party
- Charity Jar
- Yard Sale

Remember, this campaign is a time for you and your staff to come together and give back as a team. Work together and utilize everyone's special skills. Don't forget that the SECC Coordinators and United Way are here to help you!

Visit the SECC website for additional ideas, <http://secc.delaware.gov/>.

# CHANGE LIVES – SHAPE THE FUTURE

## STATE EMPLOYEES' CHARITABLE CAMPAIGN

**"You are the Champion" of the 2019 campaign.  
Your commitment, enthusiasm and time are so important  
to this year's fundraising efforts!**



**As a "champion," you are the "go to" person for educating,  
motivating, and inspiring your fellow employees. Thank you for  
going above-and-beyond and LIVING UNITED!**

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED**



# 2019 SECC CHARITABLE ORGANIZATIONS

50130	21st Century Fund for Delaware's Children, Inc.	70099	Delaware Community Reinvestment Action Council, Inc.
71034	A Better Chance for Our Children, Inc.	70031	Delaware COPS
70078	A Door of Hope Pregnancy Center	71105	Delaware Council of Wildlife Rehabilitators and Educators
70097	Alzheimer's Association Delaware Valley Chapter	70025	Delaware Ecumenical Council on Children and Families
50105	American Cancer Society	50136	Delaware Foundation Reaching Citizens with Intellectual Disabilities (DFRC)
70035	American Lung Association	50265	Delaware Guidance Services for Children and Youth, Inc.
50104	American Red Cross	71008	Delaware HIV Consortium
71049	Andrew McDonough B+ Foundation	70046	Delaware Hospice, Inc.
71004	Animal Humane Sanctuary, Inc.	71024	Delaware Society for the Prevention of Cruelty to Animals (SPCA)
50102	Autism Delaware, Inc.	71009	Delaware State Police Museum, Inc.
71005	Believe in Tomorrow National Children's Foundation	71080	Delaware State Trooper Association Benevolent Fund
50140	Big Brothers Big Sisters of Delaware	71025	Delaware Technical and Community College Educational Foundation
50160	Boys and Girls Clubs of Delaware	71043	Delaware Volunteer Firefighter's Association Foundation (DVFA)
71100	Brain Injury Association of Delaware	70113	Delaware Volunteer Legal Services, Inc.
71051	Brandywine Education Foundation	71026	Delaware Zoological Society
70048	Camp Barnes, Inc.	71038	Diamond State Community Land Trust
70023	Cancer Care Connection	50161	Dover Interfaith Mission for Housing, Inc.
70094	Cancer Support Community Delaware, Inc.	71056	Down Syndrome Association of Delaware
50170	Catholic Charities, Inc.	70005	Easter Seals Delaware
71036	C.E.R.T.S., Inc.	70081	Elizabeth W. Murphey School, Inc.
71046	Changing Fates Equine Rescue of Delaware, Inc.	70028	Epilepsy Foundation of Delaware
60012	CHEER, Inc.	71027	Exceptional Care for Children
70010	Child, Inc.	71010	Faithful Friends, Inc.
50134	Children's Advocacy Center of Delaware, Inc.	20713	FAME, Inc.
50300	Children and Families First Delaware, Inc.	71044	Family Promise of Northern New Castle County
50210	Christina Cultural Arts Center, Inc.	50124	First State Animal Center - SPCA
50215	Claymont Community Center	70011	Food Bank of Delaware, Inc.
71075	Clear Space Theatre Company	50135	Forgotten Cats, Inc.
50151	Delaware 4-H Foundation, Inc.	70036	Frederica Senior Center
70059	Delaware AeroSpace Education Foundation, Inc. (DASEF)	50006	Friends of Bellevue State Park
71001	Delaware Breast Cancer Coalition, Inc.	71057	Friends of Delaware Veterans
70064	Delaware CarePlan, Inc.	50007	Friends of Killens Pond State Park
71052	Delaware Center for Homeless Veterans		

# 2019 SECC CHARITABLE ORGANIZATIONS

71040	Friends of the African Union Church Cemetery, Inc.	70087	NCALL Research, Inc.
50153	Friends of the Delaware Veterans Home	50438	Neighborhood House
71054	Friendship House, Inc.	71111	Nemours Foundation
71028	Gift of Life Donor Program	50159	New Castle County Head Start, Inc.
50330	Girls Incorporated of Delaware	50440	Newark Day Nursery Association
50320	Girl Scouts of the Chesapeake Bay	70042	Newark Senior Center, Inc.
71029	Habitat for Humanity of New Castle County	70039	NRA Foundation, Inc.
50370	Harrington Senior Center	71030	Operation Warm, Inc.
50375	Hilltop Lutheran Neighborhood Center, Inc.	70088	Parent Information Center of Delaware
51137	Home of the Brave Foundation	70116	Partnership for the Delaware Estuary, Inc.
71048	Homeless Cat Helpers, Inc.	71031	PAWS for People
71055	Hope Dining Room, Inc.	50455	People's Place II, Inc.
50137	Housing Alliance Delaware	70008	Planned Parenthood of Delaware
70069	Ingleside Homes, Inc.	71120	Pressley Ridge
50143	Inner City Cultural League, Inc.	50452	Prevent Child Abuse Delaware
70038	Interfaith Community Housing of Delaware	50147	Purr-fect Haven Cat Rescue, Inc.
50412	Jewish Family Services of Delaware, Inc.	50138	Read Aloud Delaware, Inc.
50009	Juvenile Diabetes Research Foundation International	18014	Reading ASSIST Institute
50340	Kent-Sussex Industries, Inc.	70054	Ronald McDonald House of Delaware, Inc.
71058	Kind to Kids Foundation	70089	St. Michael's School and Nursery, Inc.
71019	La Red Health Center, Inc.	71095	Sunshine Foundation
50011	Latin American Community Center	70076	Survivors of Abuse in Recovery, Inc. (SOAR)
60010	Laurel Senior Center, Inc.	70091	Sussex Community Crisis Housing Services, Inc.
50422	Limen House, Inc.	71065	Sussex County Habitat for Humanity
70085	Literacy Delaware, Inc.	50250	The Arc of Delaware
70027	Lutheran Community Services, Inc.	70017	The Shepherd Place
71002	Mary Campbell Center, Inc.	71070	The Smart Drive Foundation
60009	Meals on Wheels of Lewes and Rehoboth, Inc.	71015	Tri-State Bird Rescue & Research, Inc.
50125	Milford Housing Development	50490	United Cerebral Palsy of Delaware, Inc.
50435	MOT Senior Center	50520	United Way of Delaware
71059	NABVETS DE Chapter 94	60015	USO Delaware
70007	National Multiple Sclerosis Society, Greater Delaware Chapter	71125	Veterans Reentry Resources Alliance
		50540	West End Neighborhood House, Inc.
		50156	White Clay Watershed Association
		70079	WHYY, Inc.
		50118	Wilmington Head Start, Inc.
		50590	YWCA Delaware

# 2019 DELAWARE SECC LEADERSHIP

**Saundra Ross Johnson**, Chairperson  
*Secretary, Delaware Department of Human Resources*

**Lisa Allison**, SECC Coordinator  
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**Bridget Wallace**, SECC Coordinator  
*Delaware Department of Human Resources*  
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## SECC STEERING COMMITTEE

**Karen Garrison**, *Delaware Natural Resources and Environmental Control*  
**David Hanich**, *Delaware State Police*  
**Larence Kirby**, *Delaware Department of State*  
**Deidre Ottley**, *Delaware Department of Finance*

## SECC SUPPORT STAFF

**Tim Sheldon**  
*United Way of Delaware*  
[tsheldon@uwde.org](mailto:tsheldon@uwde.org)

*United Way staff are available year-round to help you implement successful campaign strategies.*

- Assuring prompt delivery of campaign supplies
- Participating in planning meetings with you and your campaign team
- Bringing fresh ideas to energize your campaign
- Answering questions about United Way and Charity Partners from you and/or your employees
- Arranging pick-up of campaign proceeds and participating in end-of-campaign evaluations
- Bringing energy and enthusiasm to your employee campaign

